

Mobile Creative Deep Dive

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WIDESPACETM

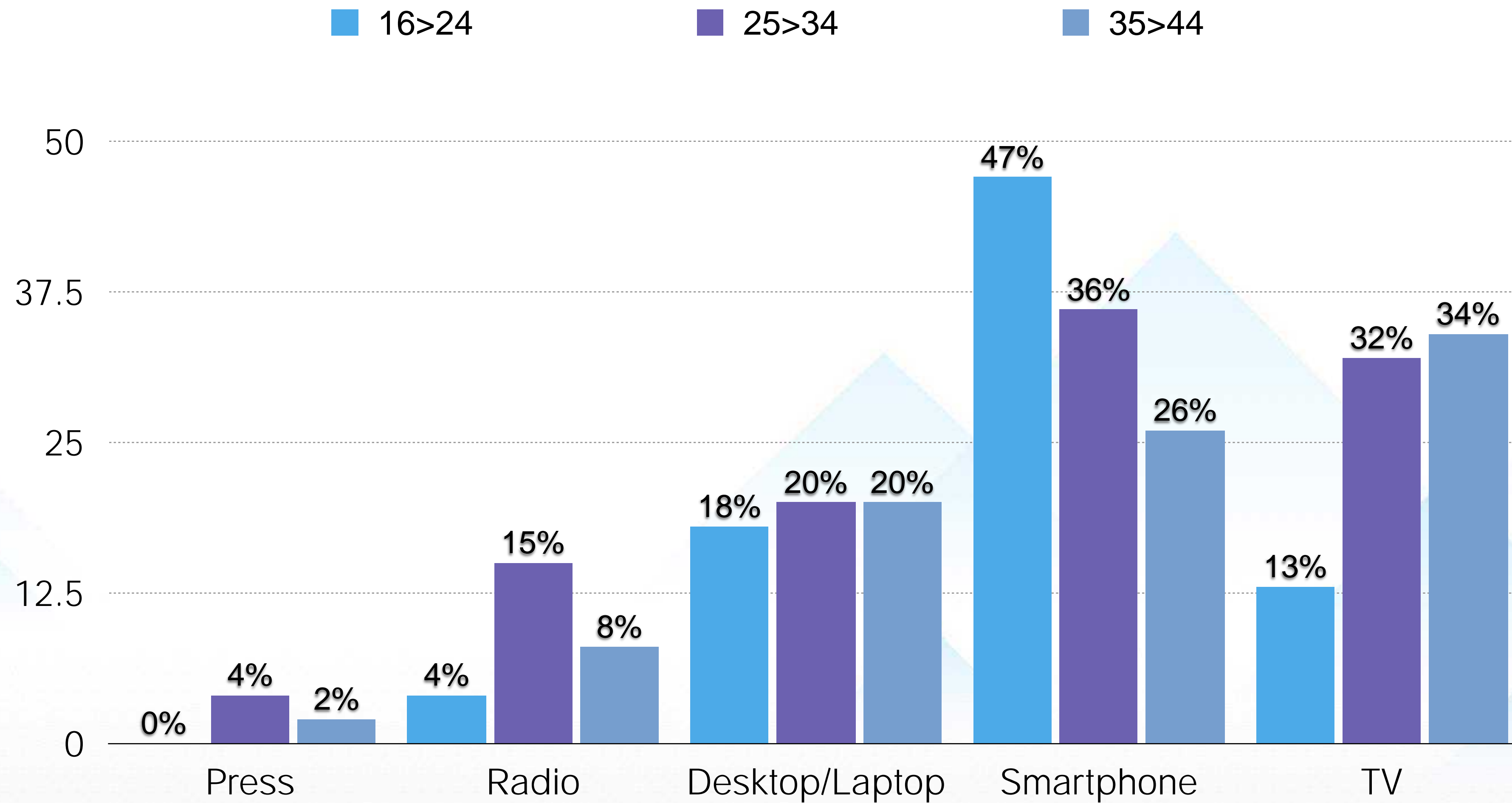
Agenda

1. Understanding mobile (and keeping up to date!)
2. Agreeing objectives with the right partner
3. Audience and targeting
4. Ideas and creativity
5. Impact and evaluation



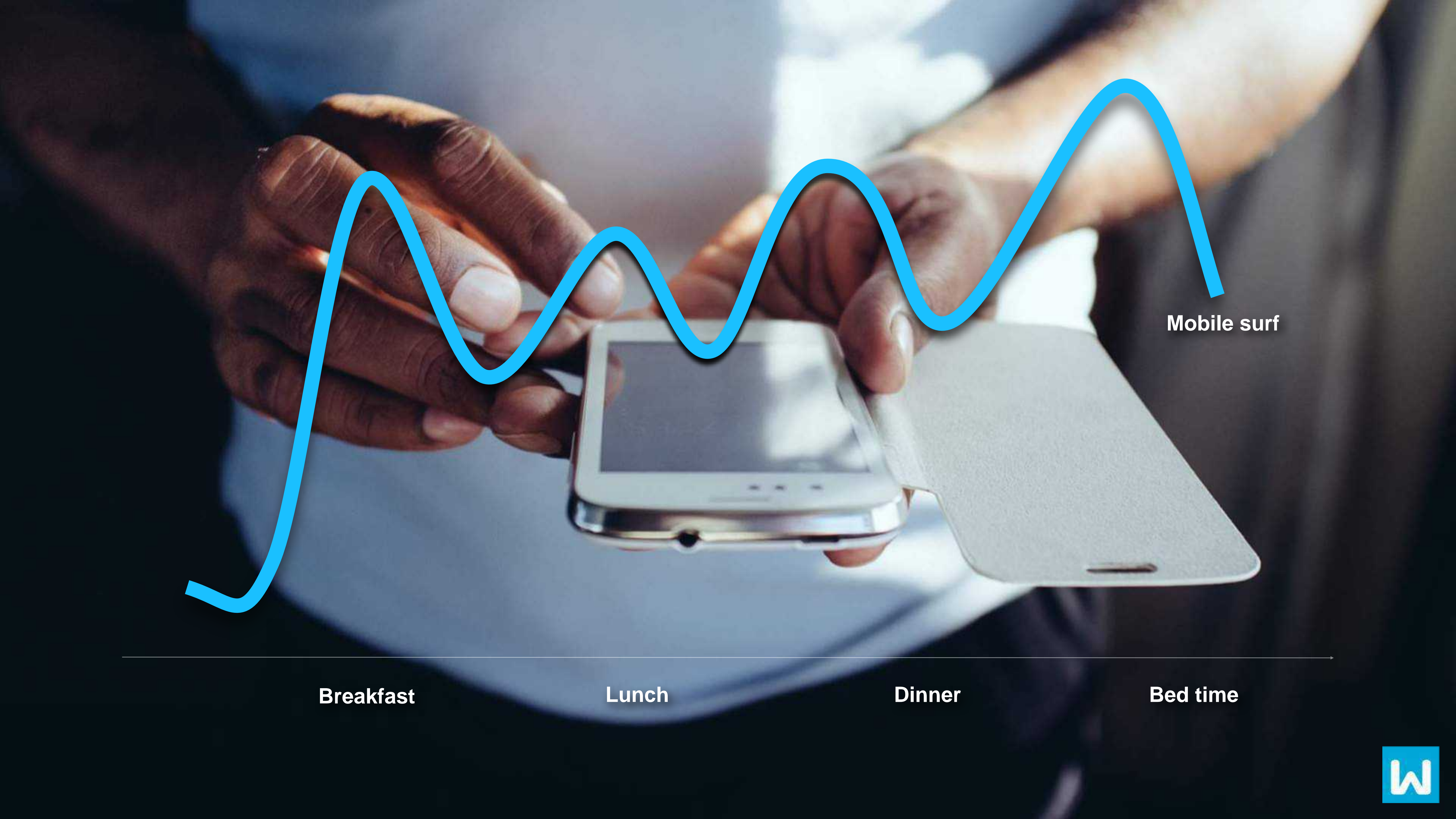
Understanding mobile

UK's most missed media



Source: IAB, eMarketer, Mary Meeker





Breakfast

Lunch

Dinner

Bed time

Mobile surf



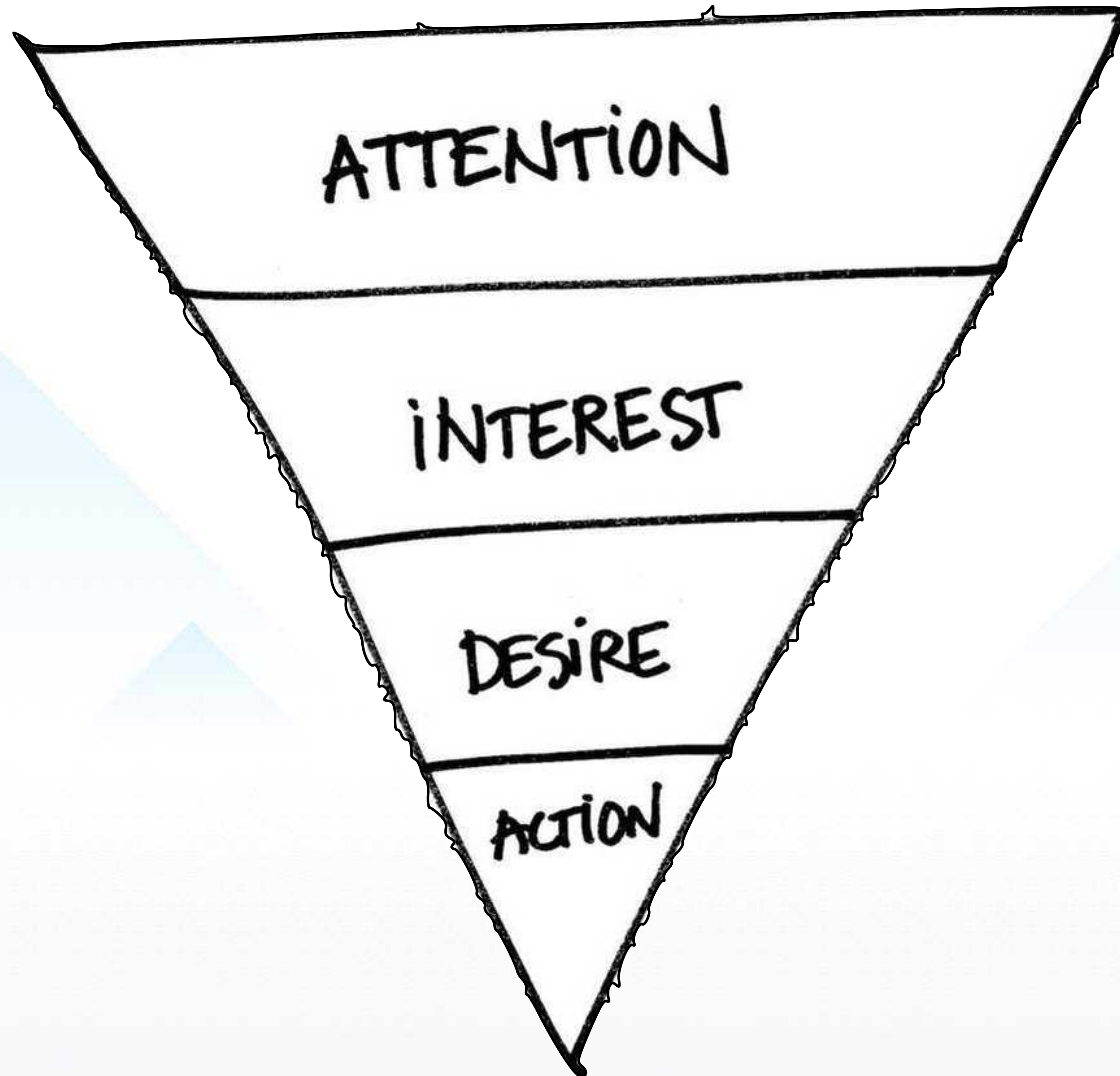


Friday 07:45



Agreeing objectives with the right partner

What are you ACTUALLY looking to achieve?



Branding campaigns
Premium publishers
Rich media formats

Value put on exposure and impact

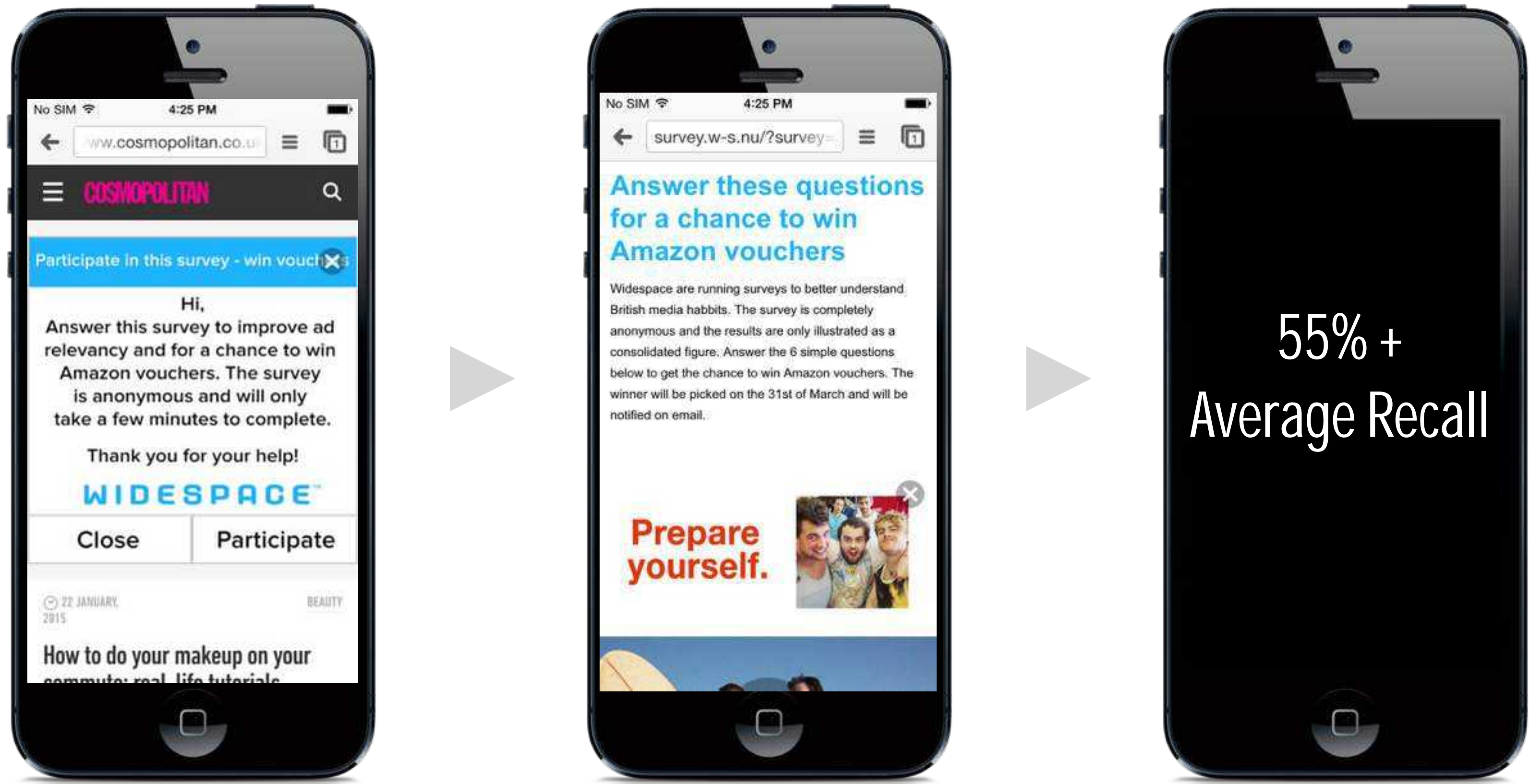
Performance campaigns
Blind reach and volume
Small and/or static banners

Value put on action and response

CPM

vs.

CPC



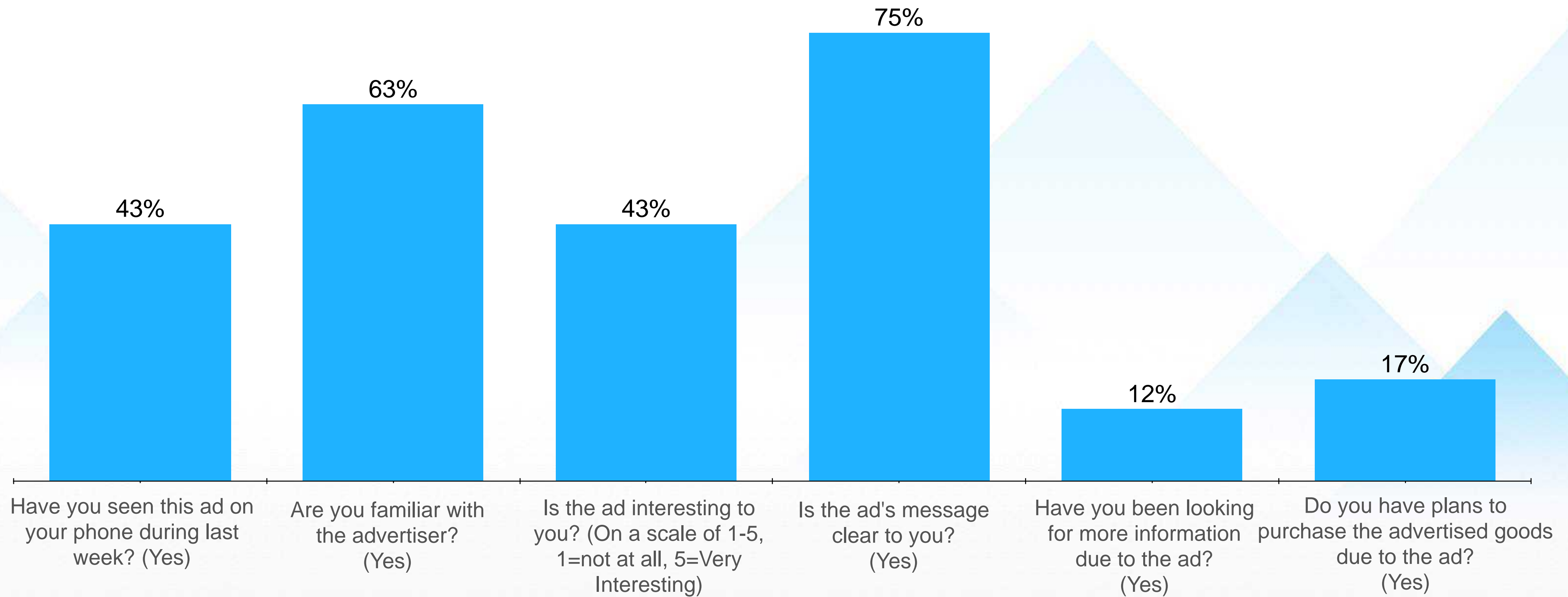
Re-targeting campaign to measure uplift, observation, relevance, recall, etc.
Bespoke survey based on your campaign objectives and KPI's



Widespace Brand Impact Index

(based on 30,000+ survey responses)

■ Widespace Brand Impact Index



Audience and targeting



**KEEP
CALM
AND
SPRAY
N' PRAY**



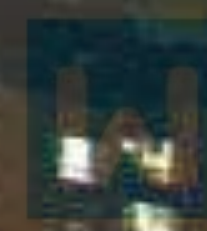
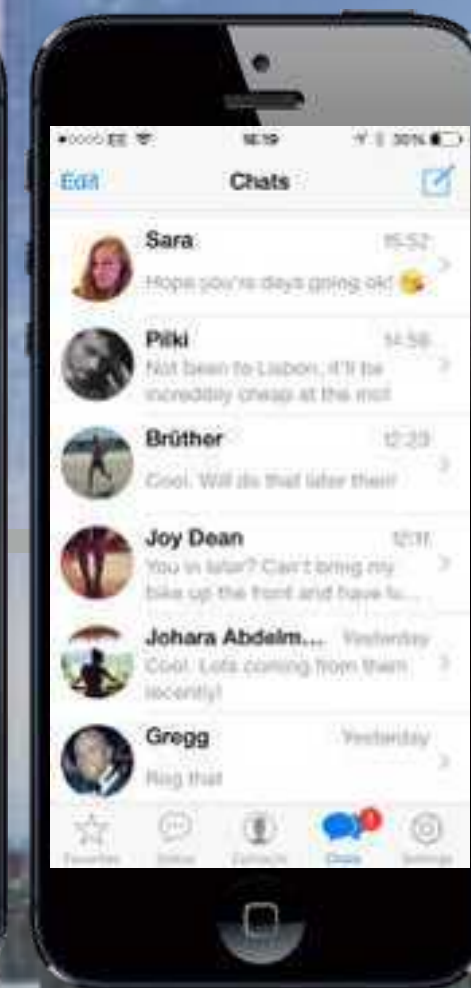
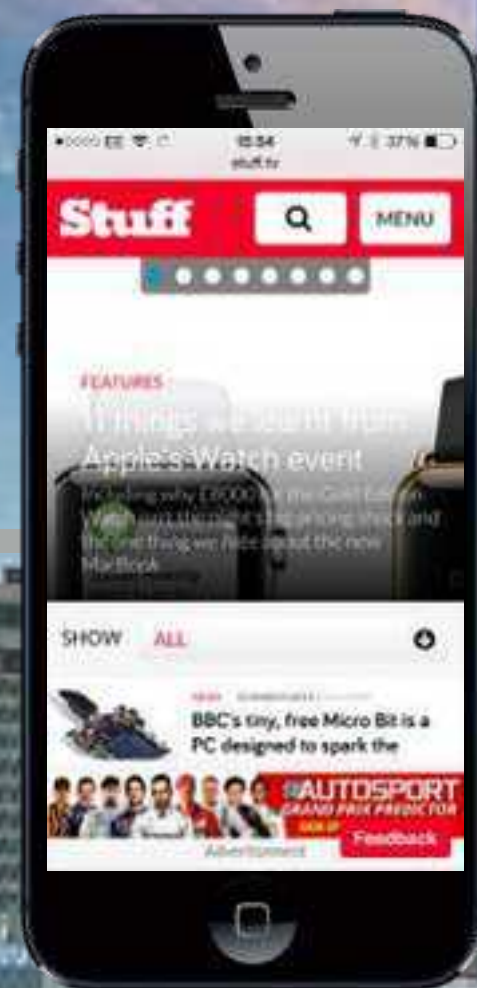
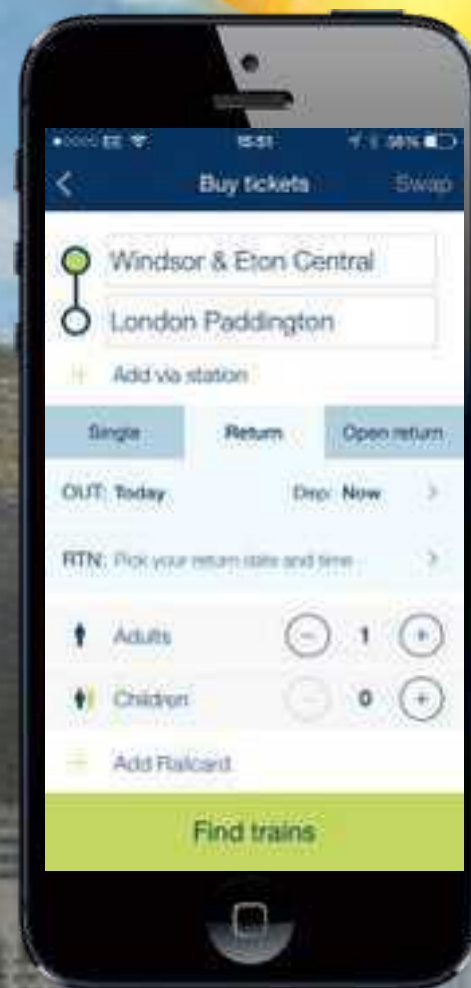
Sunglasses

Taxi

Coffee

Jacket

Recycling
Yard



Ideas and creativity

We are Widespace

founded
2007

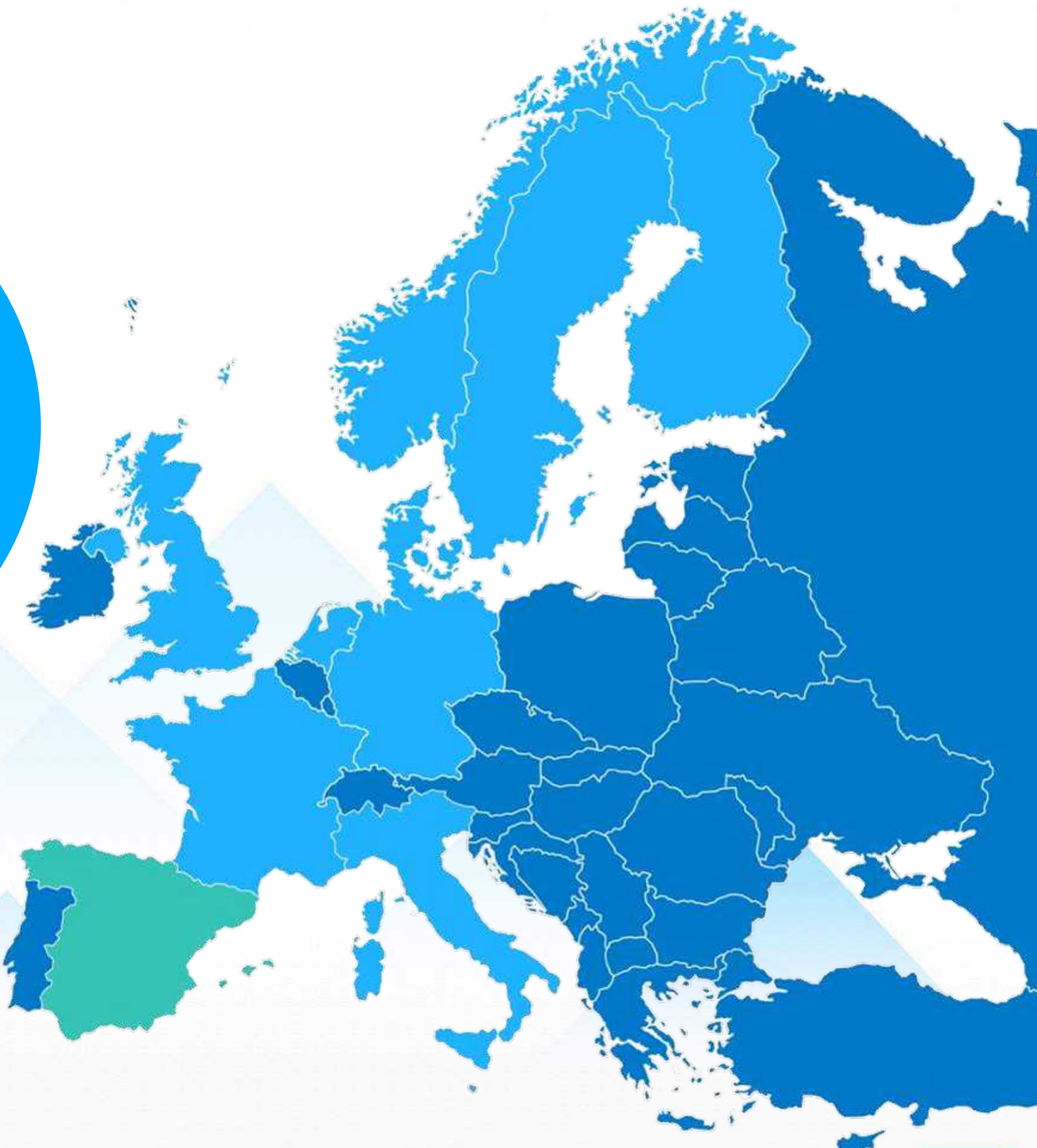
Fastest growing
technology
company in EMEA*

10
local offices**
230+
employees
100m+
unique users

Premium,
Brand Safe,
Direct Only

Rich Media
User Experience
Engagement

Proprietary
Full Service



* With 27,930% growth, Widespace was ranked #1 in the Software industry section and overall #6 in the 2014 Deloitte

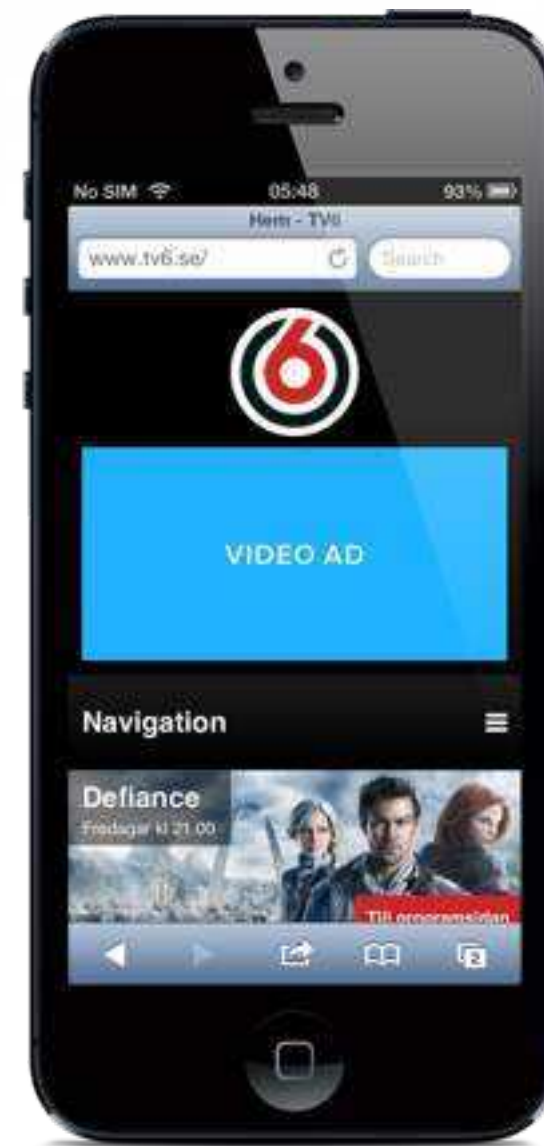
** Sweden, Norway, Finland, Denmark, UK, France, The Netherlands, Germany (x2), Italy



Interstitial



Video Banner



Dealer Locator



3D Swipe



Calendar Banner



Take Over



Panorama XL



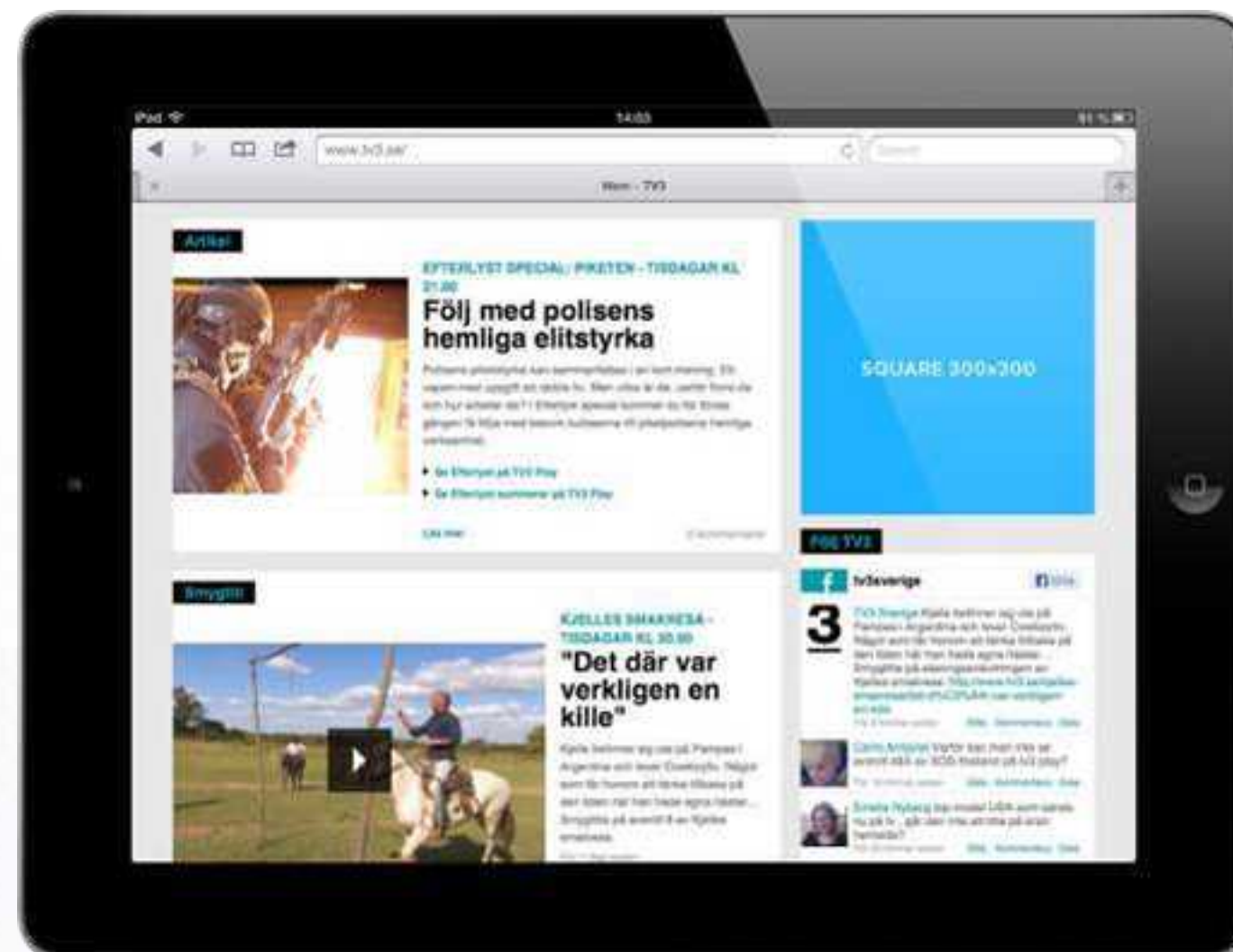
Passbook



Tablet Interstitial



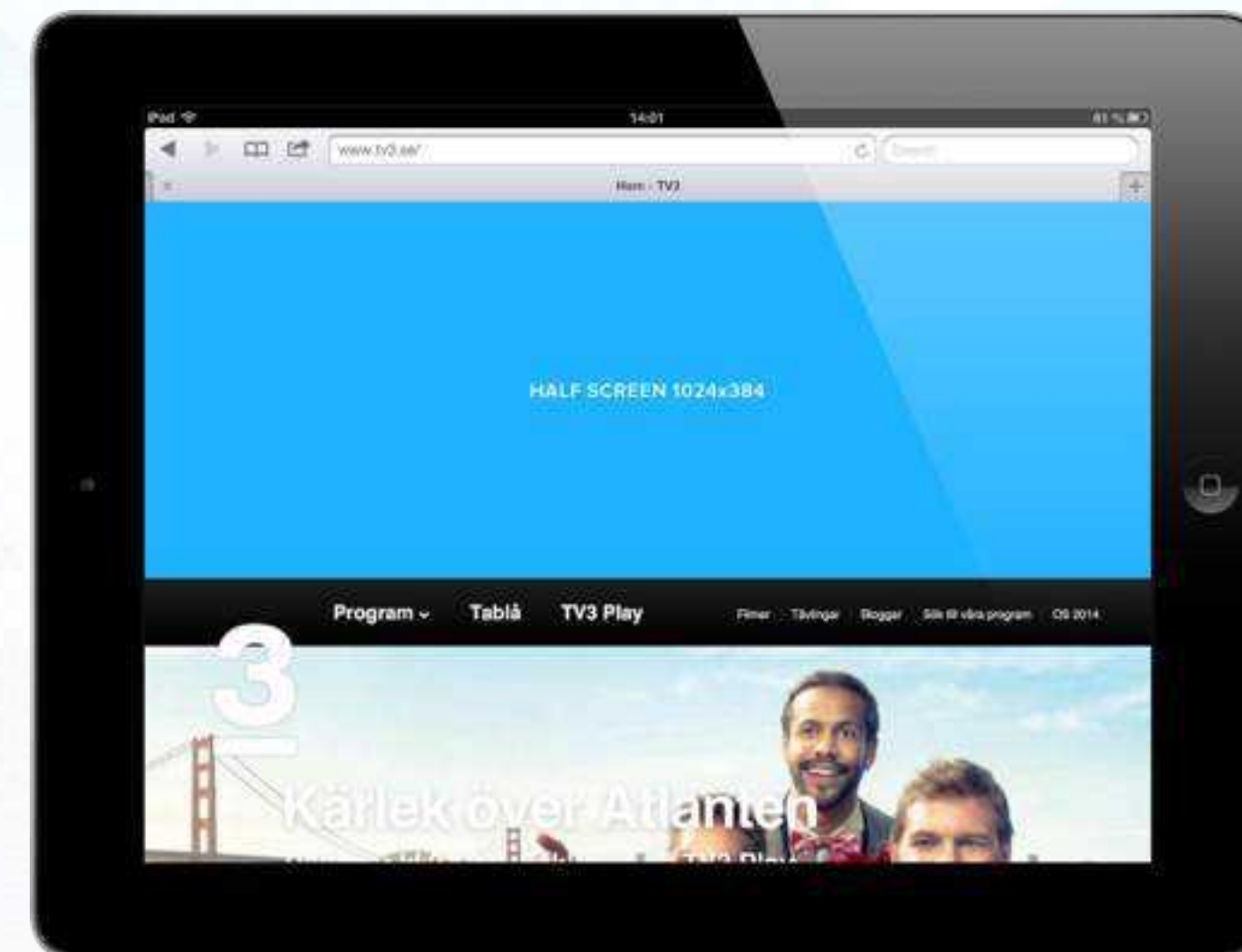
Tablet Cube



Tablet Panorama/Leaderboard



Half Screen



Some of our Advertisers



Unilever UK, with Mindshare

Challenge: Showcase and drive awareness of a new product through high impact formats. Educate users on benefits to drive purchase consideration.

Solution: Scratch takeover to drive user engagement and keeping them within banner to learn more about the product. This was a 4 month campaign but we ran 4x 10 day bursts which kept performance high through the campaign.



Bentley EU, with PHD

Challenge: Bentley was previously seen as a conservative brand and attracting older buyers. They needed to stop talking to Prince Charles and instead, speak to Prince Harry and his wealthy friends: a group of independent, ambitious and technologically engaged trendsetters.

Solution: Multi frame 3D Swipe to allow users to engage and view six beautiful images of the high end vehicle - on top of encouraging basic engagement we added various click out options so the users can search for more information, but most importantly a dealer locator for users more intent on test drives or purchase.



Impact and evaluation

Unilever UK, with Mindshare

Result: Interaction rate of 8.18%.
Over 25% said they found the ad interesting and the intent to purchase was well above average at 20%.



Bentley EU, with PHD

Result: Best performing Widespace campaign of 2014 - delivered 7x number of users to locate dealers than other media combined (450% against Widespace's target). Interaction peaked in Spain at over 15%, with average across Europe hitting 6.5%.





So... what are your key take homes?

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Understand mobile, and keep up to date

Review objectives with partners

Think about the end user

Be creative, not complicated

Take time to look at impact, not just CTR

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